

Kao's Origins

Enriching lives,
in harmony with nature. **KAO**

Kao began as a small company producing high-quality facial soap 130 years ago.



Kao Sekken (Kao Soap) (set of three bars in a paulownia box), launched in 1890, and metal mold for Kao's "moon" imprint.

Consolidated Net Sales



Chemical Business



Beauty Care Business



Fabric and Home Care Business



Human Health Care Business

1 9 9 1

Identification
of shampoo and conditioner



Refill product
for environmental friendliness

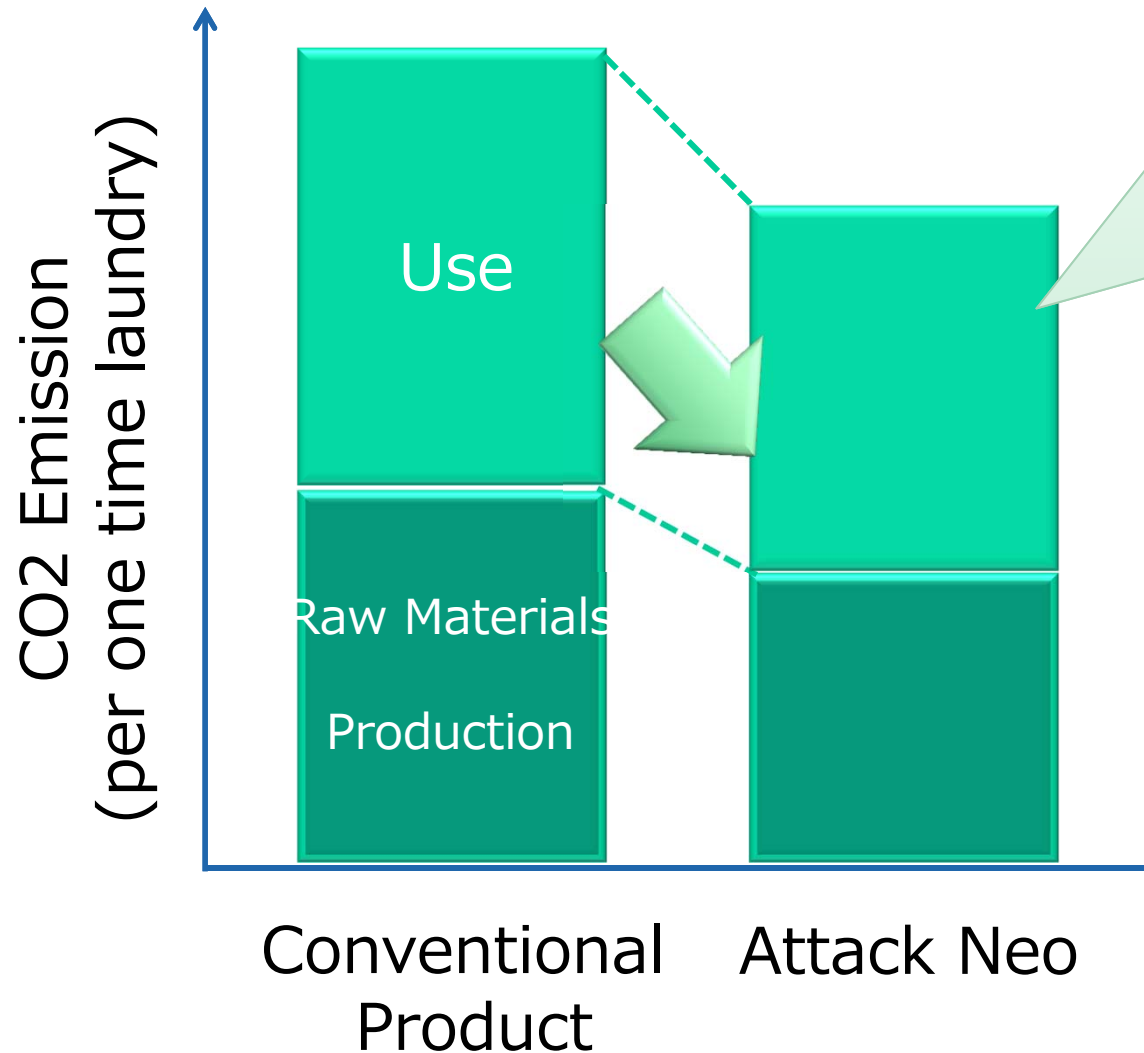


Technology embraced in detergent

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KAO

2009



- ① Rinse frequency 2times → 1time
- ② Water usage 21% reduce
- ③ CO2 emission 22% reduce



Kao ecolab. Museum

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